

DIVISION OF ALCOHOLIC BEVERAGE CONTROL

Notice of Availability of Funds

State of New Jersey's FY10 Enforcing the Underage Drinking Laws (EUDL) Block Grant

Take notice that the Division of Alcoholic Beverage Control (ABC) announces the following availability of sub-grant program funds:

Name of program: FY10 Enforcing the Underage Drinking Laws Block Grant Program

Purpose

The Division of Alcoholic Beverage Control is the recipient of a \$356,400 federal block grant for FY 2010 from the Office of Juvenile Justice and Delinquency Prevention (OJJDP). The ABC was awarded the block grant based upon a State Plan developed by the ABC and approved by OJJDP.

The funds available in this notice are to be used to develop and/or further enhance programs that address underage drinking. Director Jerry Fischer of the Division of ABC has identified the problem of underage drinking as one of the ABC's top enforcement priorities. Funding for these programs will be provided for one year.

The ABC is seeking sub-grant applications that relate to the following programs:

1. COPS IN SHOPS

COPS IN SHOPS

Created by the Century Council, a national non-profit organization dedicated to combating underage drinking, the Cops in Shops program offers a unique approach to preventing the illegal purchase of alcohol by underage persons through a "partnership" of liquor retailers and

the law enforcement community. The program also targets adults who purchase alcoholic beverages for underage individuals.

Specifically, undercover police officers work cooperatively with licensed retailers by posing as employees or patrons in retail distribution establishments (“liquor stores”) to stop anyone under the age of 21 who attempts to purchase alcohol or use false identification. The Cops in Shops program advertises and educates youth, adults and parents about the legal repercussions of underage drinking through the use of posters, decals, stickers (advertised at point of sale) and newspaper releases.

The ABC is seeking applications from municipal police departments and county prosecutors’ offices throughout New Jersey to implement the program. Agencies are required to submit letters of intent to participate from the retail licensed establishments that they plan to work with; the agencies should select retail liquor outlets based upon complaints and seek out cooperating retailers. The ABC recommends that two undercover police officers, one inside the licensed premises and the second stationed outside the establishment, be assigned to work in four-hour shifts. The ABC will pay the specified officer’s current overtime rate. Deterrence will be a major component of this effort, therefore the ABC encourages the agencies to issue press releases and for local news media to print reports of arrests.

Training of police officers who will be implementing the Cops in Shops program will be conducted by the ABC's Enforcement Bureau. One of the key aspects of this training will be identification of underage persons and false IDs.

Program participants will be required to submit to the ABC time sheets and arrest data to monitor the results of the program.

Please note that any municipality that receives funds for the Division of ABC’s Cops in Shops Summer Shore and/or College Fall initiative is not eligible for funding from this year-

round Cops in Shops program.

\$192,000 is allocated for this initiative. The number of awards available and amount of awards depends upon the number of applications received. Consideration for funding awards will also be given to factors including, but not limited to: geographic location, number of licensed retail distribution establishments in the municipality and past performance. Programs may be partially funded. For the FY09 funding year, twenty-nine (29) awards were made, with an average award of \$6,200.

2. “DANGERS OF UNDERAGE DRINKING” BILLBOARD/CALENDAR INITIATIVE

This initiative was designed to encourage middle school students and their parents to work together to create images and messages depicting the dangers of underage drinking. The program should be based on the theme “How Underage Drinking Affects Middle School Students.” The winning designs will be produced on a 2012 calendar and a grand-prize winner will have his/her winning design displayed on billboards throughout the State.

The successful applicant must demonstrate the ability to conduct a statewide competition and will be responsible for all aspects of the program, including the development and distribution of the program materials to all middle schools in the State, and the final production and distribution of the calendar. Additionally, the applicant will be responsible for securing billboard space for the winning design. Publicity for the program should be incorporated into the proposal.

Applicants may include private, non-profit, governmental and other entities.

\$25,000 is allocated for this initiative. One award is available.

3. **“DANGERS OF UNDERAGE DRINKING” RADIO PUBLIC SERVICE
ANNOUNCEMENT**

Parents play a critical role in preventing underage drinking among middle school students. Parents’ actions and attitudes about alcohol can influence children’s decisions whether or not to drink.

The Division is seeking proposals for a program that will ask middle school students throughout New Jersey to create written 30-second radio public service announcements that talk directly to parents about the role they play in preventing underage alcohol use.

Production of the winning spot must be included in the proposal, and it must be produced in both English and Spanish. Dubbing and distribution to all New Jersey radio stations must be included, as well.

Applicants may include private, non-profit, governmental and other entities.

\$17,000 is allocated for this initiative. One award is available.

4. **FATAL VISION GOGGLES**

The ABC is interested in receiving proposals for a program that will assist agencies in educating middle school and high school students on both the dangers of underage drinking and impaired driving. The goggles are used as a tool for informing young people about the impact of alcohol on perception and body control, and to provide an opportunity to experience firsthand the potentially fatal consequences of alcohol impairment. There are several different types of goggles, each representing a different level of impairment. (The impairment levels range from

.07 - .25+), simulating moderate to extreme impairment.

Specifically, interested applicants must be working to address the issue of underage drinking and, also can act as a loan bank for other groups interested in using the goggles for educational programs. This initiative must include information on the dangers and penalties of both underage drinking and impaired driving.

Accompanied by an educational program, the goggles will allow various organizations to convey the dangers of underage drinking to the students in middle schools and high schools throughout the state.

The program can offer (although it is not mandatory), seminar(s) to train community police officers, municipal alliances, juvenile peer support groups, parent groups and other prevention groups interested in creating an educational program using the goggles.

Applicants may include private, non-profit, governmental and other entities.

\$13,000 is allocated for this initiative. One award is available, which includes the use of 9 Fatal Vision Goggle Kits.

5. COLLEGE TRAINING INITIATIVE TO PREVENT UNDERAGE DRINKING

Since 1998, the ABC has awarded funds for what began as “regional open meetings” for New Jersey college and university representatives to discuss pervasive problems related to underage drinking in the college environment and to develop strategies best suited to each college community to address this problem.

Recognizing that underage drinking cannot be addressed on the campus alone, the effort

grew to include community leaders, campus, local and state law enforcement, liquor retailers, prevention specialists, fraternities and sororities, and educators, both at the high school and college level. Working together, these individuals provided the foundation in colleges and communities across the State for what would come to be known as “college community coalitions.”

To enhance these coalitions, the division has continued to fund a one/two-day statewide training effort that brings to the table all stakeholders, for an in-depth training program, featuring national speakers, targeted workshops, and a forum for the exchange of best practices related to the work of the campus community coalition in addressing underage drinking in and around the college campus.

To that end, the ABC is interested in receiving proposals from New Jersey colleges and universities for a program that will provide a continuum of innovative ideas for a one and/or two-day training related to the prevention and effective intervention of underage alcohol incidents on campus, in residence halls and in the surrounding communities. The proposal must include a component for demonstrating the success of the effort, including statistics documenting the program’s outcomes and commentary from those attending the training.

\$30,000 is allocated for this initiative. One award is available.

6. LOLLANOBOOZA

Designed to give students a chance to engage in alcohol-free activities and programs this event, known as Lollanobooza, provides a social outlet that does not support the consumption of alcohol. The event offers a variety of alcohol-free activities.

The Division of ABC is seeking applications from New Jersey colleges and universities

interested in hosting this event on their campus. Planning of the event would be conducted by committees made up of staff, faculty and students. Events could include music, dancing, karaoke and recreational sports, and should include information regarding the dangers and consequences of underage drinking and over-consumption of alcohol.

\$10,000 is allocated for this initiative. Two awards of \$5,000 each are available.

7. **LOCAL COMMUNITY-BASED EFFORT TO PREVENT UNDERAGE
DRINKING**

The Division is seeking proposals for a grassroots effort designed to combat underage drinking. The comprehensive initiative should involve parents, including PTA/PTO groups, youth, including SADD or other similar organizations, middle school and high school educators, community leaders and local law enforcement.

The program must also include a parental component, such as the Ohio Drug Free Action Alliance's "Parents Who Host, Lose the Most" program. Information on this program may be found at: www.drugfreeactionalliance.org. Finally, peer leadership groups must also be incorporated into the program.

Applicants may include private, non-profit, governmental and other entities.

\$40,000 is allocated for this initiative. One award is available. A minimum of five municipalities or counties must be included in the proposal.

In addition to the programs that the Division is seeking proposals for, funds in the amount \$15,000 will be used by the Division of ABC to purchase media time to air a television public

service announcement and \$1,831 will be used by the Division of ABC for planning and administration costs.

Restrictions on Use of Funds

Funds awarded **cannot** be used for the following:

1. Construction, renovation or land acquisition.
2. Supplanting federal, state or local funds supporting existing programs or activities.
3. Purchase of equipment.

Procedures for Organizations to Apply

Complete proposals, including the original and two copies must be received at the ABC no later than 4:30 P.M. January 14, 2011. Facsimile copies will not be accepted. No extension of the deadline will be considered. Failure to meet the deadline will result in the proposal being eliminated from funding consideration. Additional letters or other materials will not be accepted after the deadline. Applicants will be notified of acceptance or denial on or about April 15, 2011. ABC reserves the right to deny funding to current/previous grantees who have not followed guidelines or procedures within current/previous grant agreement (s).

The proposal and 2 copies must be sent to:

Kelly Troilo, Grant Coordinator
Division of Alcoholic Beverage Control
140 East Front Street
P.O. Box 087
Trenton, New Jersey 08625

Proposal Format

Application packets, which contain the budget detail worksheet, sample resolution and other required forms, may be obtained by visiting the Division of ABC Website at: www.nj.gov/oag/abc. You may also obtain an application packet by contacting Kelly Troilo at (609) 984-2656. The proposal must include the following scored components. (A Checklist is included in the application packet to help ensure the submission of a complete application.)

1. **Agency Background, Experience and Capability (10 points)** – Summarize and explain the agency’s background, experience and capability to perform the program. The applicant should demonstrate its specific knowledge of issues regarding underage drinking.
2. **Problem Statement/Needs Assessment (20 points)** – Identify the specific problem that you are attempting to impact or correct. Identify the target population and geographic area that the proposed program will address. Provide a summary of existing resources and identify any gaps and barriers in existing services. Provide local supporting data, facts or statistics which substantiate the need for the project.
3. **Goals, Objectives, Activities (25 points)** – State the goal (s) of the program. List clear and measurable objectives to achieve each goal. Provide a program work plan that identifies each objective, along with the major activities, responsible staff and a timeline for implementation.

4. **Partnership/Coalition Building Strategy (5 points)** – Describe the applicant's partnership/coalition building strategy and use of volunteers (if applicable).
Include letters of support which demonstrate how supporters would actively contribute or participate in the implementation of the project. Cops in Shops applicants must include the number of retail liquor establishments that will participate in the program and must include letters of intent to participate from these establishments.
5. **Project Management and Staff (10 points)** – Identify the project manager and other individuals who will be directly involved with the implementation of the project. You should indicate if each position will be either full- or part-time positions or the number of hours or percentage of time that will be devoted to the project. You should explain if existing staff or new staff will be used to work on the project.
6. **Program Evaluation (10 points)** – Describe the methods that will be used to measure the progress and assess the impact of the project. You must specify how, when and what type of data will be collected and persons responsible for conducting the evaluation. (Sub-grantees also will be required to collect and report specific project data as required by OJJDP.)
7. **Budget (20 points)** – Include an itemized budget that clearly identifies the cost in each budget category. You should include a budget narrative that provides detailed justification on each itemized cost, how such costs were calculated and why they are necessary to the project. Budgets for Cops in Shops applications

may only include costs for overtime salaries for officers who are actually operating in an establishment for the purpose of the EUDL Cops in Shops program. A copy of the budget detail worksheet is included in the application packet or may be found at: <http://www.ojp.usdoj.gov/funding/forms.htm>.

The following must also be included in the proposal:

8. The applicant must fill out the “Applicant Information” and “Contact Information” forms, found in the application packet. Fill out ALL information requested. If an item is not applicable, fill in “N/A.”
9. The applicant must include, with the application/proposal, a Resolution of Participation from the applicant unit of government (not applicable if a non-governmental agency) and a signed “Application Authorization “ form, both of which can be found in the application packet. If a Resolution is not passed when the application is submitted, a sample Resolution must be included.
10. In order to comply with the Federal Funding Accountability and Transparency Act of 2006 (Transparency Act), if the sub-grant request is for \$25,000 or more, the applicant must acquire a DUNS # (<http://www.dnb.com/us>) and must register with Central Contractor Registration (CCR) (<http://www.ccr.gov>). The Federal Funding Accountability and Transparency Act Information form included in the Division of ABC application package must also be completed and submitted with the application. This information is required in order for the application to be accepted and reviewed.
11. If the applicant is a non-profit agency, that agency must provide proof that it is properly registered or exempt under the Charitable Registration & Investigation (CRI) Act and that it is in compliance with the Act. Information about Charities

Registration may be found at:

<http://www.njconsumeraffairs.com/charity/charhlp.htm>

Other Application Requirements

1. An applicant who is awarded a sub-grant must agree, complete and keep on file, the Immigration and Naturalization Service Employment Eligibility Form (I-9) to verify that persons employed by the applicant are eligible to work in the United States.
2. An applicant who is awarded a sub-grant, is required to review and sign a copy of the General/Special Conditions and Assurances which include details from OJJDP form 4061/6. This form certifies that the applicant will comply with requirements under 28 CFR Part 69, "New Restrictions on Lobbying," and 28 CFR Part 67, "A Government-Wide Debarment and Suspension (Non-procurement) and Government-Wide Requirements for Drug-Free Workplace (Grants)." Examples of these forms may be found at: <http://www.ojp.usdoj.gov/funding/forms.htm>.
3. An applicant who is awarded a sub-grant is required to provide information regarding the geographic area that the program will address. Specifically, the applicant must provide geographic information containing the following two items of information on the geographic area (s) that the sub-grant recipient will serve in the format below.

A. Physical Address: If the mailing address is a P.O. Box, specify the physical address (es) of the location (s) where the sub-grantee will provide the services. If the mailing address is in a rural area with no street address, include the nearest street intersection. If the sub-grant

program has multiple service areas, include the required information for each.

(example with street address)

ABC Associates
123 First Street
Trenton, NJ 08625

(example with no street address)

ABC Associates
First Street and Holiday Drive
Trenton, NJ 08625

B. Map and street description: Provide a road map (with local detail) with the service area (s) clearly depicted. Include a written description of streets bounding the service area.

Program Reporting Requirements

Applicants who are awarded a sub-grant will be required to submit program progress reports and financial status reports on a quarterly basis, within 10 days from the end of the quarter. A final report will also be due along with the paperwork for the final quarter. Upon approval of your project, you will receive the dates of each quarter, along with reporting dates and requirements.

Suspension of Funding

The ABC may suspend (in whole or in part) authority to drawdown or expend funds, terminate a sub-grant or impose a sanction on a sub-grant recipient for any of the following reasons:

1. Failure to adhere to the requirements, standard conditions, or special conditions placed on the sub-grant award for the State of New Jersey Enforcing the Underage Drinking Laws program.
2. Failure to submit timely reports.
3. Filing a false certification in reports or application.
4. Other good cause shown.